

1. Report No.	2. Government Accession No.	3. Recipient's Catalog No.	
4. Title and Subtitle MANAGING TRAVEL FOR PLANNED SPECIAL EVENTS: ANNOTATED OUTLINE		5. Report Date February 2003	
		6. Performing Organization Code	
7. Author(s)		8. Performing Organization Report No.	
9. Performing Organization Name and Address Dunn Engineering Associates, P.C. 66 Main Street Westhampton Beach, New York 11978		10. Work Unit No. (TRAIS)	
		11. Contract or Grant No. DTFH61-01-C-00180	
12. Sponsoring Agency Name and Address Federal Highway Administration Office of Travel Management 400 Seventh Street, S.W. Washington, D.C. 20590		13. Type of Report and Period Covered Research: April 2002 – February 2003	
		14. Sponsoring Agency Code	
15. Supplementary Notes Research was performed under subcontract to Science Applications International Corporation.			
16. Abstract This report contains an annotated outline serving as the framework for developing the <i>Managing Travel for Planned Special Events</i> technical reference. The annotated outline presents the organization of the technical reference and discussion of major section contents.			
17. Key Words Special Events, Operations, Coordination, Planning, Traffic Control, Traffic Management, Traffic Surveillance, Traveler Information, Travel Demand Management, Parking, Transit, Personnel, Evaluation, Cost Effectiveness		18. Distribution Statement No restriction. This document is available to the public through the National Technical Information Service 5285 Port Royal Road Springfield, VA 22161	
19. Security Classif. (of this report) Unclassified	20. Security Classif. (of this page) Unclassified	21. No. of Pages 51	22. Price

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CHAPTER 1

INTRODUCTION



1.1 Background

- 1.1.1 Planned Special Event Definition
- 1.1.2 Sources of Unreliable Travel Times
- 1.1.3 Context for Planned Special Event Travel Management

1.2 Scope of the Handbook (Former Section 1.1)

- 1.2.1 Purpose
- 1.2.2 Approach
- 1.2.3 Related Work

1.3 Objective of the Handbook

- 1.3.1 Intended Audience
- 1.3.2 User Application

1.4 Organization of the Handbook

DISCUSSION OF CONTENTS

Purpose

This chapter provides a high-level overview, or executive summary, of the technical reference. The chapter begins by defining a “planned special event,” then compares the characteristics of a planned special event to other sources of unreliable travel times. Sections describing the scope and objective of the handbook will summarize the applicability of the handbook to managing travel for planned special events. The intended audience and users of the document will be noted, and the organization of the handbook will be categorized.

Key Topics

Background

This section will provide the reader, who may not have prior experience in transportation planning for a planned special event, with a sound understanding of how a planned special event differs from other sources of congestion and travel time variability. The section will also discuss the importance of conducting advance transportation planning for planned special events. Potential congestion and safety impacts of planned special events will be highlighted coupled with example travel management successes and lessons learned.

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Scope of the Handbook

This section conveys the need for a stand-alone technical reference on managing travel for planned special events. The sub-section on approach will provide a snapshot of key items covered. It will stress to the reader that the handbook design accommodates users seeking specific information on certain procedures, infrastructure, or policies supporting planned special event management.

Objective of the Handbook

This section will define the various stakeholder user groups that comprise the intended handbook audience. Approximately 3 to 6 user groups will be identified based on stakeholder agency representation and typical role and responsibility in managing travel for planned special events. In developing the technical reference mock-up, these user groups may be assigned an icon which, in turn, may be used throughout the document to indicate the handbook sections suited to a particular user group(s).

Organization of the Handbook

The technical reference will consist of 14 chapters, the final five of which will contrast planning and travel management operations activities for distinct types of planned special events. The first two chapters will outline the document scope, define specific types and impacts of planned special events, and identify various stakeholders typically involved in event planning and/or operations. Chapters 3 through 9 focus on the following phases of planned special event travel management:

- Strategic planning (Chapter 3)
- Operations planning (Chapter 4-6)
- Training and implementation (Chapter 7)
- Day-of-event activities (Chapter 8)
- Post-event activities (Chapter 9)

It is important to recognize that the technical reference will be organized in a way that allows the user to read each individual chapter as a stand-alone document. However, the document will provide a smooth transition from chapter to chapter and will integrate the chapters through numerous references.

Key Tables/Figures

- Table presenting the types and distinguishing characteristics of various sources of unreliable travel times.
- Table categorizing the user groups comprising the intended users of the technical reference.
- Table and/or flow chart outlining the organization of the document.

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A toolbar will exist on the right edge of each page to allow the user to easily find and focus on each major section of the technical reference. Figures will be included throughout the document to briefly “spotlight” specific topics within an example case study.

Other

Chapter 1 includes the following sections from the draft annotated outline: Section 1.1, Introduction.

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CHAPTER 2

OVERVIEW OF PLANNED SPECIAL EVENTS



2.1 Introduction

- 2.1.1 Background
- 2.1.2 Objective
- 2.1.3 Scope

2.2 Special Event Types (Former Section 2.1)

- 2.2.1 Defining Characteristics
- 2.2.2 Event Classification
 - Discrete/Recurring Event at Permanent Venue
 - Continuous Event
 - Street Use Event
 - Regional/Multi-Venue Event
 - Rural Event

2.3 Planned Special Event Characteristics and Impacts (Former Section 2.1)

- 2.3.1 Factors Impacting Transportation Operations
- 2.3.2 Event Impact Level
- 2.3.3 Area of Impact

2.4 Identification of Stakeholders

- 2.4.1 Stakeholder Groups
- 2.4.2 Stakeholder Roles and Responsibilities

2.5 Phases of Planned Special Event Travel Management

- 2.5.1 Mission
- 2.5.2 Goals and Objectives
- 2.5.3 Strategic Planning
- 2.5.4 Operations Planning
- 2.5.5 Training and Implementation
- 2.5.6 Day-of-Event Activities
- 2.5.7 Post-Event Activities

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Purpose

This chapter presents an overview of planned special events from the perspective of travel management. The chapter defines various special event types for the purpose of identifying contrasting impacts to travel and advance planning requirements between event types. Five types of planned special events are presented to allow the user to access and extract specific information. The chapter summarizes factors shaping the level of impact a planned special event has on transportation operations. The chapter will also identify and organize all of the stakeholders involved in the advance planning and operation of planned special events. Finally, the chapter will provide an overview of the five previously identified phases of planned special event travel management.

Key Topics

Special Event Types

The technical reference will examine travel management practices for a wide range of planned special event types, characterized by the following variables: event operation, area type, event location, expected attendance, event time and duration, audience accommodation, and event scope. The resulting categories of planned special events include:

- Discrete/Recurring Event at Permanent Venue
- Continuous Event
- Street Use Event
- Regional/Multi-Venue Event
- Rural Event

This section will assist the user in understanding the defining characteristics of various planned special event types. The user will also recognize the importance of event classification since it determines the scope of advance planning required in addition to operations activities.

Planned Special Event Characteristics and Impacts

The impact of a planned special event on traffic and transit operations depends on several factors. The three main factors include travel demand, road/site capacity, and event operation. Available resources and external factors are two secondary aspects that also affect the travel impact level of planned special events. Available resources refer to the quantity of personnel and equipment available to both plan for and conduct day-of-event travel management operations. Practitioners must account for such external factors as concurrent roadway construction activities and prevailing weather conditions.

This section will also address determining the area of impact a planned special event has on the transportation system. The section will discuss the impact of planned special events on corridor management in addition to event market areas.

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Identification of Stakeholders

Transportation system performance during a planned special event affects numerous stakeholders. These stakeholders include agencies and entities responsible for managing travel during a planned special event, emergency response agencies requiring continuous access, and public officials and community leaders concerned about residential and business impacts. These stakeholders may serve one or more roles, namely: 1) Oversight, 2) Event planning task force, and 3) Event traffic management team. Stakeholders serving an oversight role participate in strategic planning activities while stakeholders comprising a specific event planning task force carry out operations planning and implementation tasks. An event traffic management team executes day-of-event travel management activities, and the team typically interacts with oversight and planning stakeholders during the post-event activities phase. The intended document users serve one or more of the above cited stakeholder roles.

Subsequent handbook chapters will make reference to the stakeholder groups identified in this section.

Phases of Planned Special Event Travel Management

The core chapters of the technical reference, Chapter 3 through 9, have been organized through the five identified phases of planned special event travel management. This section will furnish an overview of each phase and describe the interrelation between phases, from mission to evaluation. Overarching goals of managing travel for planned special events will be presented as well.

Key Tables/Figures

- Table or flowchart categorizing major planned special events through distinct classification criteria based upon several characteristics.
- Figure illustrating the major factors affecting the level of impact a planned special event has on traffic and transit.
- Table or flowchart describing a framework for assessing the impact level of a planned special event.
- Figure showing the typical agencies comprising planned special event stakeholders.
- Table listing typical stakeholder roles and responsibilities.
- Figure illustrating the phases of planned special event travel management in addition to key tasks.

Other

Chapter 2 includes the following sections from the draft annotated outline: Section 1.2, Special Event Types; Section 2.2, Stakeholder Coordination.

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CHAPTER 3

STRATEGIC PLANNING AND INTEGRATION



3.1 Introduction

- 3.1.1 Background
- 3.1.2 Objective
- 3.1.3 Scope

3.2 Institutional Framework

- 3.2.1 Stakeholder Roles and Organization
- 3.2.2 Programs and Initiatives
- 3.2.3 Integration with Other Transportation Programs

3.3 Infrastructure and Policy Support

- 3.3.1 Technology Applications (Former Section 5.4)
- 3.3.2 Legislation
- 3.3.3 Funding Sources (Former Section 2.2.7)

3.4 Permitting (Former Section 2.3)

- 3.4.1 Overview
- 3.4.2 Permit Process
- 3.4.3 Application Components
- 3.4.4 Permit Requirements and Guidelines

DISCUSSION OF CONTENTS

Purpose

Strategic planning for planned special events involves activities unrelated to a specific event. This level of advance planning typically involves the participation and coordination of stakeholders having an oversight role in addition to agencies directly responsible for event planning and travel management. Products of strategic planning include establishing new institutional frameworks, policies, and legislation to monitor, regulate, and evaluate future planned special events. In addition, a stakeholder task force assigned under an existing incident management program may work to identify future infrastructure needs to better manage travel during recurring events.

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Key Topics

Institutional Framework

This section profiles programs and initiatives that facilitate better planning and improved transportation system operations for planned special events. These activities may include forming special stakeholder task forces, identifying traffic management infrastructure needs, creating a group on special events management within a government office, performing a study to identify preferred parade routes, and/or erecting permanent highway guide and trailblazer signs for event venues. A select number of programs and initiatives may be conceived from or integrated with other transportation programs, such as traffic incident management programs.

Infrastructure and Policy Support

A number of new technology applications have recently evolved that efficiently manage and monitor traffic operations. This includes adaptive traffic signal systems, portable traffic management systems, ITS elements for traffic management and traveler information, and parking management systems. New technology applications fall under the purview of strategic planning since cost considerations relegate their evaluation to a venue by venue basis so to service a series of planned special events.

Certain policies and legislation to assist stakeholders charged with managing travel for planned special events will be highlighted. Example legislation includes special event permit regulations, authority to close roadways, and traffic incident quick clearance laws.

This section will also examine how advance planning activities and day-of-event travel management operations are funded. General funding sources and associated mechanisms will be listed.

Permitting

The development of a formal planned special event permit program marks a key strategic planning initiative to facilitate stakeholder coordination, compliance with community needs and requirements, and efficient operations planning.

Numerous cities and counties, encompassing metropolitan, urban, and/or rural areas, across the nation maintain a formal special event permit program. These programs typically place significant emphasis on the management of event-generated traffic and parking coupled with the mitigation of background travel impacts. A planned special event permitting process may specify required stakeholder meetings, traffic management plan submissions, presentations to review mitigation strategies and tactics, submission deadlines, and a pre-event walk-through to verify resource requirements and staging. Permitting guidelines and requirements are often specified in municipal ordinances for enforcement purposes.

This section will list various requirements for obtaining a planned special event permit, and it will outline typical transportation-related components of a permit application. Overall, the

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section will summarize application evaluation criteria, review structure, coordinating stakeholders, permit types, data requirements, service needs, fees, and deliverables.

Key Tables/Figures

- Table summarizing application and benefits of technology and equipment for managing planned special events.
- Table listing various types of legislation and policies applicable to managing travel during planned special events.
- Table stating the various types of permits that may be required for a planned special event.
- Flowchart identifying major steps in the permit process, both for the applicant and reviewer.
- Table denoting the components of a planned special event application by type of event.

Other

Chapter 3 includes the following sections from the draft annotated outline: Section 2.2, Stakeholder Coordination; Section 2.3, Permitting; Section 5.4, Technology Applications.

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CHAPTER 4

OPERATIONS PLANNING AND COORDINATION



4.1 Introduction

- 4.1.1 Background
- 4.1.2 Objective
- 4.1.3 Scope

4.2 Advance Planning Activities

- 4.2.1 Stakeholder Roles and Organization (Former Section 2.2.1)
- 4.2.2 Situation Analysis
- 4.2.3 Risk Assessment
- 4.2.4 Performance Goals and Objectives
- 4.2.5 Identification of Deliverables
- 4.2.6 Planning Schedule
- 4.2.7 Public Outreach (Former Section 2.2.2)
- 4.2.8 Mitigation Assessment and Approval
- 4.2.9 Institutional Arrangements (Former Section 2.2.5)
- 4.2.10 Evaluation

4.3 Feasibility Study (Former Section 2.4)

- 4.3.1 Travel Forecast
- 4.3.2 Inventory Transportation System Infrastructure
- 4.3.3 Parking Demand Analysis
- 4.3.4 Traffic Demand Analysis
- 4.3.5 Roadway Capacity Analysis
- 4.3.6 Mitigation of Impacts

4.4 External Factors Affecting Scope of Event Impact

- 4.4.1 Institutional and Jurisdictional Challenges
- 4.4.2 Weather and Construction
- 4.4.3 Example Case Studies

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Purpose

This chapter examines the advance planning and stakeholder coordination activities conducted for a specific planned special event. Specifically, the chapter details work typically performed prior to preparing a traffic management plan and event-specific traffic and parking management detail. The advance planning activities and feasibility study guidelines summarized in this chapter serve to gauge and evaluate the scope of impact a particular event will have on the surrounding transportation system.

Key Topics

Advance Planning Activities

This section will identify the roles and responsibilities of stakeholders comprising a typical event planning task force. Section 4.2.2, Situation Analysis, will focus on input data requirements for analyzing the event impact, including event-specific and background traffic data. Identification of concurrent activities and necessary road closures is included in this step. Section 4.2.3, Risk Assessment, will discuss scenarios linked to particular events that may require the development of contingency plans. For example, a political convention may spur unplanned demonstrations or a motorcycle rally may create certain security concerns. Section 4.2.4, Performance Goals and Objectives, will list facility specific and transportation system goals that will satisfy the customer requirements of event patrons and other system users. Section 4.2.5, Identification of Deliverables, will review various products of the operations planning phase. This includes a feasibility study, traffic management plan, and implementation detail. The scope of deliverables varies by type of event and the results of the situation analysis and risk assessment. Section 4.2.6, Planning Schedule, will include an operations planning timeline, list required meetings, and discuss coordination with other agency planning initiatives, such as transit. Section 4.2.7, Public Outreach, will describe situations necessitating public involvement prior to and during the development of a traffic management plan. Section 4.2.8, Mitigation Assessment and Approval, will address the feasibility study and traffic management plan review process. Section 4.2.9, Institutional Arrangements, will identify successful interagency agreements and public-private contracts for managing and operating a planned special event. Section 4.2.10, Evaluation, will identify measures of effectiveness to assess performance objectives.

Feasibility Study

The typical structure of a planned special event feasibility study is similar to a Traffic Impact Study that is required for planned developments, and consists of three analysis components: parking demand analysis, traffic demand analysis, and roadway capacity analysis. A particular planned special event may require that all of the cited analyses be performed or partially performed, depending on intermediate analysis conclusions.

Section 4.3.1, Travel Forecast, will specify event trip generation prediction techniques and modal split analysis. Section 4.3.2, Inventory Transportation System Infrastructure, will summarize

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input data requirements pertaining to transportation system operations and available road capacity for use in feasibility study analyzes. Section 4.3.3, Parking Demand Analysis, will discuss a methodology for evaluating the sufficiency of available venue parking supply based on event parking demand and existing conditions. Section 4.3.4, Traffic Demand Analysis, will review techniques for identifying a market area and anticipated directional distribution of event generated traffic. The section will offer guidance on estimating vehicle arrival and departure rates in addition to predicting traffic flow patterns. Section 4.3.5, Roadway Capacity Analysis, will discuss the application of various traffic modeling and capacity analysis tools and a methodology presented for assessing traffic operations under the existing condition, event condition, and event condition with roadway mitigation. The section will list techniques for identifying bottlenecks and recommended modeling techniques will be examined. Section 4.3.6, Mitigation of Impacts, will describe a toolbox of mitigation strategies that can be implemented to adjust event trip generation levels as well as increase capacity on the surrounding roadway network.

External Factors Affecting Scope of Event Impact

This section will examine institutional issues and external factors that may induce a considerable impact on transportation system operations if ignored. A feasibility study may not account for such issues as available resources, concurrent road construction activities, or weather; however, these factors must be addressed early in the planning process and accounted for in traffic management plans prepared for the event.

Key Tables/Figures

- Table describing the types of data and information collected during situation analysis.
- Table summarizing various performance objectives under facility specific and transportation system goals.
- Figure showing a typical planning schedule and timeline.
- Table listing various types of institutional arrangements that may be prepared or referenced for a planned special event.
- Flowchart identifying major steps and decision points in the feasibility study process.
- Table or figure describing a toolbox of mitigation measures that could be proposed in response to identified deficiencies.

Other

Chapter 4 includes the following sections from the draft annotated outline: Section 2.4, Feasibility Study.

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CHAPTER 5

TRAFFIC MANAGEMENT PLAN



5.1 Introduction

- 5.1.1 Background
- 5.1.2 Objective
- 5.1.3 Scope

5.2 Plan Components

- 5.2.1 Overview
- 5.2.2 Development Process and Integration
- 5.2.3 Special Considerations
- 5.2.4 Contingency Planning

5.3 Site Access and Parking Plan

- 5.3.1 Needs Assessment
- 5.3.2 Parking Policies and Tactics
- 5.3.3 Site Access Design (Former Section 3.2.6)
- 5.3.4 Parking Occupancy Monitoring
- 5.3.5 Vehicle Access and Circulation
- 5.3.6 Traffic and Parking Restrictions (Former Section 3.2.5)
- 5.3.7 Plan Specifications

5.4 Pedestrian Access Plan (Former Section 3.4)

- 5.4.1 Pedestrian Traffic
- 5.4.2 Pedestrian Control
- 5.4.3 Handicap Accessibility
- 5.4.4 Shuttle Bus Systems
- 5.4.5 Plan Specifications

5.5 Traffic Flow Plan

- 5.5.1 Information Requirements
- 5.5.2 Strategic Route Planning
- 5.5.3 Alternate Routes
- 5.5.4 Emergency Access Routes
- 5.5.5 Background Traffic Accommodation
- 5.5.6 Transit Accommodation
- 5.5.7 Plan Specifications

5.6 Traffic Control Plan

- 5.6.1 Freeway Traffic Control (Former Section 3.2.3)
- 5.6.2 Surface Street Traffic Control (Former Section 3.2.1)
- 5.6.3 Intersection Traffic Control (Former Section 3.2.2)
- 5.6.4 Alternative Lane Operations (Former Section 3.2.4)
- 5.6.5 Traffic Signal Operations
- 5.6.6 Identification of Bottlenecks
- 5.6.7 Plan Specifications

5.7 En-Route Traveler Information Plan (Former Section 3.2.8)

- 5.7.1 Information Needs
- 5.7.2 Static Signing
- 5.7.3 Changeable Message Signs
- 5.7.4 Highway Advisory Radio
- 5.7.5 Telephone Information Systems
- 5.7.6 Media
- 5.7.7 Other Technology Applications
- 5.7.8 Plan Specifications

5.8 Traffic Surveillance Plan (Former Section 3.2.7)

- 5.8.1 Closed Circuit Television Systems
- 5.8.2 Field Observation
- 5.8.3 Aerial Observation
- 5.8.4 Media Reports
- 5.8.5 Plan Specifications

5.9 Traffic Incident Management and Safety Plan (Former Section 3.3)

- 5.9.1 Crash Prevention Tactics
- 5.9.2 Service Patrols
- 5.9.3 Traffic Incident Quick Clearance Initiatives
- 5.9.4 Contingency Plan for Major Traffic Incidents
- 5.9.5 Plan Specifications

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Purpose

The development of a traffic management plan denotes the final step in the operations planning phase of planned special event travel management. A detailed traffic management plan contains a “suite” of plans to facilitate efficient site access and parking, pedestrian access, and traffic operations. A traffic management plan represents a product of the feasibility study, referencing study input data and analysis conclusions. The purpose of this chapter is to identify proven and innovative strategies and tactics for inclusion in traffic management plans.

Key Topics

Plan Components

Section 5.2.2, Development Process and Integration, will describe the overall traffic management plan development process and how the individual traffic management plan components fit together. Section 5.2.3, Special Considerations, will discuss how certain event operations and the needs of preferred event patrons and event participants can affect the traffic management plan development process. Section 5.2.4, Contingency Planning, will highlight the various unplanned scenarios warranting a specific contingency plan.

Site Access and Parking Plan

This section on developing a site access and parking plan will begin with a needs assessment section. Needs assessment must account for the type and modes of transportation furnished for the event in addition to parking requirements for event patrons, preferred guests, and participants. The plan specifies parking policies and tactics, site access and gate design, vehicle circulation routes, and traffic and parking restrictions. Suggestions for monitoring parking occupancy will be provided and include forecasting when certain parking lots will fill to capacity and developing criteria for deciding when a parking lot is full based on traffic volume counts. The site access and parking plan may include a parking or site map for use by event patrons.

Pedestrian Access Plan

This section will describe preparation of a pedestrian access plan to provide for the safe and efficient movement of pedestrians within the immediate area of the venue. This includes accommodating pedestrian trips from adjacent parking areas, pedestrian trips from nearby transit stations, and local walking trips. Pedestrian control strategies must be developed using, for example, staffed, at-grade crossings and/or pedestrian bridges. The plan must also account for handicap accessibility, including the provision of disabled parking areas with easy access to the venue.

In cases where transit stations or low-cost/overflow parking lots are located a significant distance from an event venue, a shuttle bus service is typically required. This section will outline a shuttle bus system planning process.

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Traffic Flow Plan

This section discusses the preparation of a traffic flow plan, representing a required preliminary step to the design of a traffic control plan. The section will specify strategic route planning guidelines for event-generated traffic. Specifications for developing alternate routes and emergency access routes will be furnished. A traffic flow plan is designed to accommodate background traffic and bus transit as well.

Traffic Control Plan

This section details development of a traffic control plan which denotes a tactical plan for managing event-generated traffic destined to and from a planned special event. The plan may consist of as many as three components: freeway traffic control plan, surface street traffic control plan, and intersection traffic control plan. Different stakeholder agencies may develop or require different traffic control plans.

Freeway traffic control tactics include use of ramp closures and ramp metering to maximize capacity in freeway weaving areas, representing potential bottleneck locations. Surface street traffic control initiatives include lane control, alternative lane operations, and traffic and parking restrictions. Successful intersection traffic control techniques include use of advance signing, access restriction, positive traffic control, and background traffic accommodation. The section will also review development and implementation of revised traffic signal timing plans.

En-Route Traveler Information Plan

This section discusses the preparation of an en-route traveler information plan, developed in concert with the traffic flow plan and traffic control plan. The success of any traffic management plan depends on disseminating correct information to motorists at the right time and location. Traveler information plans must include planned message sets for equipment and technology used to disseminate en-route traveler information, including static signs, changeable message signs, highway advisory radio, and telephone information systems. The section will emphasize creating messages for various scenarios, including contingency ramp closures, parking lot full, and emergency situations. The traveler information plan may also specify protocol for disseminating traveler information via the media.

Traffic Surveillance Plan

This section profiles development of a traffic surveillance plan that outlines the information resources available during the day-of-event for monitoring traffic operations. These resources may include, but are not limited to, closed circuit television, field observation, aerial observation, and media reports. The plan may include personnel assignments, a communications plan for obtaining information from various sources, and guidelines for accessing and utilizing remote equipment.

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Traffic Incident Management and Safety Plan

The occurrence of a planned special event generating unusually high levels of traffic demand places a premium on the optimal use of existing, available facilities. This section on traffic incident management and safety planning will specify crash prevention tactics and traffic incident quick clearance initiatives. Examples of crash prevention techniques include the use of portable lighting at major intersections and the erection of static and portable changeable message signs warning motorists of downstream stopped traffic. Rapid clearance of traffic incidents may be accomplished through the deployment of additional service patrol vehicles and tow truck staging. This includes staging service patrol vehicles in venue parking lots to attend to disabled vehicles. A comprehensive traffic incident management plan also contains contingency plans for responding to and clearing major traffic incidents.

Key Tables/Figures

- Flowchart describing the structure and components of a traffic management plan.
- Numerous tables and figures are anticipated to best communicate recommended procedures, strategies, tactics, and sample applications to the audience.

Other

Chapter 5 includes the following sections from the draft annotated outline: Section 3.2, Traffic Management Plan; Section 3.3, Traffic Safety Plan; Section 3.4, Pedestrian Accommodation; Section 5.3, Traffic Control.

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CHAPTER 6

TRAVEL DEMAND MANAGEMENT AND TRAVELER INFORMATION



6.1 Introduction

- 6.1.1 Background
- 6.1.2 Objective
- 6.1.3 Scope

6.2 Travel Demand Management (Former Section 4.2)

- 6.2.1 Demand Management Strategies
- 6.2.2 Mass Transit Incentives
- 6.2.3 High Occupancy Vehicle Incentives
- 6.2.4 Event Patron Incentives
- 6.2.5 Bicyclist Accommodation
- 6.2.6 Local Travel Demand Management

6.3 Pre-Trip Traveler Information (Former Section 4.3)

- 6.3.1 Information Needs
- 6.3.2 Internet
- 6.3.3 Public Information Campaign
- 6.3.4 Event and Venue Transportation Guide
- 6.3.5 Other Technology Applications

DISCUSSION OF CONTENTS

Purpose

This supplemental chapter on operations planning reviews strategies for mitigating the travel demand impacts of planned special events, thus complementing previously identified mitigation measures to ensure the transportation system operates as efficiently as possible. Travel demand management represents a key component of the overall advance planning process when forecasted traffic demand levels approach or exceed available road capacity. Travel demand management strategies may be warranted for planned special events occurring during peak travel times, continuous events located in downtown areas, street use events of long duration, or regional/multi-venue events.

Key Topics

Travel Demand Management

Section 6.2.1, Demand Management Strategies, will focus on how certain strategies can influence travel. Section 6.2.2, Mass Transit Incentives, will examine special bus transit and commuter rail operations, charter buses, and express buses from park and ride lots. Section 6.2.3, High Occupancy Vehicle Incentives, will identify successful economic and preferential benefits of event patron carpools/vans/buses to increase vehicle occupancy rates/throughput and reduce the magnitude of vehicle trips. Section 6.2.4, Event Patron Incentives, will report strategies to encourage event patrons to arrive at the venue early and/or delay departure from the venue in order to spread peak hour arrivals and departures and, in turn, minimize impact on the surrounding transportation network. Section 6.2.5, Bicycle Accommodation, will examine the use of bike lanes and designation of on-site bicycle parking areas to encourage patron use of bicycles on short trips to an event venue. Section 6.2.6, Local Traffic Demand Management, will discuss various strategies to reduce background traffic levels during the day-of-event or lower background traffic peak volumes by spreading traffic over a longer time frame.

Pre-Trip Traveler Information

This section will stress that the availability of pre-trip event travel information and real-time traffic information proves effective in assisting event patron evaluation of potential travel options, trip departure times, and travel routes to the event venue. Similarly, this information is valuable to other road users seeking to minimize event-related impacts to their trip.

The Internet represents a powerful medium for disseminating pre-trip travel information to event patrons and other road users. Event patrons can access information on available travel modes, location of parking areas, preferred travel routes, and predicted traffic impacts. Users may also download components of an event traffic management plan such as shuttle bus schedules and routes. Road users not attending the event may seek information on planned road closures and other traffic and parking restrictions. Event web sites typically disseminate information on elements of the traffic management plan, notably the parking and site plan and traffic flow plan. Transportation agency and media web sites generally provide information on road closures and restrictions associated with a planned special event in addition to real-time traffic information.

The use of television and kiosks represent other technology applications for disseminating pre-trip travel information. Unlike the Internet where users must proactively log-on to an event or traffic web site, television may reach event patrons or other road users not aware of the availability of valuable pre-trip travel information.

This section will also discuss the development, distribution, and use of various guides to provide advanced information to event patrons. In addition, successful components of public information campaigns, conducted by transportation agencies and business associations, will be highlighted.

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Key Tables/Figures

- Table summarizing types, characteristics, and benefits of various demand management strategies.
- Tables describing proven and innovative incentives under each travel demand management section.
- Tables stating function and type of information disseminated through each pre-trip traveler information resource.

Other

Chapter 6 represents and expands on Chapter 4 of the draft annotated outline.

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CHAPTER 7

TRAINING AND IMPLEMENTATION



7.1 Introduction

- 7.1.1 Background
- 7.1.2 Objective
- 7.1.3 Scope

7.2 Implementation Plan (Former Section 3.2.10)

- 7.2.1 Traffic Management Detail
- 7.2.2 Parking Management Detail
- 7.2.3 Operations Plan

7.3 Modeling and Testing

- 7.3.1 Purpose
- 7.3.2 Computer Traffic Simulation
- 7.3.3 Stakeholder Simulation Exercises
- 7.3.4 Equipment Testing

7.4 Personnel (Former Section 3.5)

- 7.4.1 Personnel Resource Needs
- 7.4.2 Volunteer Recruitment
- 7.4.3 Training Activities

DISCUSSION OF CONTENTS

Purpose

This chapter describes the third phase of planned special event travel management. Training and implementation represents a transition phase between operations planning and day-of-event activities. The chapter discusses several activities key to the success of any planned special event, including the development of an implementation plan, modeling and testing, and personnel resources.

Key Topics

Implementation Plan

This section will present guidelines for developing a parking and traffic management detail. The detail represents a tool for scheduling personnel and equipment deployment in addition to disseminating information on traffic management team duties and communications protocol. The section will discuss preparation of an operations plan for implementing components of a traffic management plan. A parking and traffic management detail and operations plan may take the form of a brief memo or a large document depending on the scope of advance planning and required day-of-event activities.

Modeling and Testing

This section will examine common traffic management plan evaluation activities and traffic management team preparation activities performed in the days leading up to the day-of-the-event. Computer traffic simulation offers an efficient means of evaluating strategies and tactics specified in multiple traffic management plan components. It may also be used to develop and/or refine newly proposed traffic signal timing plans, detect bottlenecks, or test contingency plans.

The section will summarize successful stakeholder simulation exercises used to conduct a “walk through” of required traffic management team duties during the day-of-event, based on the traffic management plan. The exercises will assist participants in identifying any weaknesses and gaining familiarity with decision criteria and contingency plans.

Personnel

This section will detail traffic management team support personnel requirements and training needs. Emphasis will be placed on personnel representing event volunteers or special event operators, such as a shuttle bus operator. The section will identify successful volunteer recruitment methods, and it will outline typical volunteer qualification requirements and training activities.

Key Tables/Figures

- Tables identifying key components of a parking and traffic management detail or operations plan by type of event.
- Table summarizing applications of computer traffic simulation models to traffic management plan testing and evaluation.
- Table denoting the purpose and application of various stakeholder simulation exercises.
- Figure showing the stages of volunteer recruitment.
- Table listing volunteer qualifications and training requirements.

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Other

Chapter 7 includes the following sections from the draft annotated outline: Section 3.5, Personnel Training.

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CHAPTER 8

DAY-OF-EVENT ACTIVITIES



8.1 Introduction

- 8.1.1 Background
- 8.1.2 Objective
- 8.1.3 Scope

8.2 Traffic Management Team (Former Section 5.2)

- 8.2.1 Stakeholder Roles and Organization
- 8.2.2 Team Management
- 8.2.3 Command Post
- 8.2.4 Evaluation Activities

8.3 Communication

- 8.3.1 Structure and Protocol
- 8.3.2 Inter-agency Communication
- 8.3.3 Equipment
- 8.3.4 Interacting with the Media
- 8.3.5 Traveler Information Dissemination

8.4 Traffic Monitoring (Former Chapter 5.5)

- 8.4.1 Purpose
- 8.4.2 Traffic Management Support
- 8.4.3 Performance Evaluation Data

DISCUSSION OF CONTENTS

Purpose

This chapter focuses on the daily implementation of the planned traffic management plan in addition to traffic management and monitoring. These actions aim to facilitate the safe and efficient flow of traffic destined to and from a planned special event in addition to maintaining the overall reliability of the adjacent roadway system. Rapid deployment of traffic management plan strategies and tactics, including contingency plans, requires a well organized traffic management team and sound communications infrastructure.

Key Topics

Traffic Management Team

This section will describe the traffic management team, representing a distinct stakeholder group charged with executing the traffic management plan. The section will discuss the application of the Incident Command System for organizing and coordinating interagency team operations in addition to other management methods. Team organization includes agency representatives stationed at a central command post, at secondary command posts, at a permanent traffic management center, and at strategic locations in the field for traffic control and observation. The section will also discuss procedures for evaluating and revising a traffic management plan during the day-of-event.

Communication

This section will detail common communication frameworks utilized by traffic management teams during the day-of-the-event. Of particular importance is interagency communication. Several equipment resources will be profiled and example applications discussed. The section will present guidelines for interacting with the media during the day-of-event. Also, protocol for disseminating real-time traveler information, particularly with respect to providing new information, will be summarized.

Traffic Monitoring

Traffic monitoring represents an important day-of-event activity, serving to provide traffic and incident management support in addition to performance evaluation data. Timely deployment of contingency plans developed during the operations planning phase depends on the accurate collection and communication of real-time traffic data between traffic management team members. This section will describe how traffic monitoring activities support real-time traffic management and control decisions during the day-of-event.

Key Tables/Figures

- Figure outlining the typical traffic management team organization, under ICS management protocol, to define the interrelationships of the involved stakeholders.
- Table listing suggested day-of-event operating and evaluation activities.
- Table identifying typical command post equipment and functional activities.
- Table or flowchart stating procedures to assist in the evaluation and interim modification of the traffic management and control plan during the day-of-event.
- Flowchart describing a typical interagency communications framework.
- Table listing uses and benefits of various communications equipment.
- Table indicating measures of effectiveness and their purpose in daily management as well as performance evaluation.

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Other

Chapter 8 includes the following sections from the draft annotated outline: Section 5.2, Traffic Management Team; Section 5.5, Traffic Monitoring.

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CHAPTER 9

POST-EVENT ACTIVITIES



9.1 Introduction

- 9.1.1 Background
- 9.1.2 Objective
- 9.1.3 Scope

9.2 Evaluation Framework

- 9.2.1 Overview
- 9.2.2 Measures of Effectiveness
- 9.2.3 Integration with Strategic Planning Process
- 9.2.4 Application to Future Events

9.3 Participant Evaluation (Former Section 6.2)

- 9.3.1 Stakeholder Debriefing
- 9.3.2 Patron Survey
- 9.3.3 Public Survey

9.4 Post-Event Debriefing (Former Section 6.3)

- 9.4.1 Meeting Organization
- 9.4.2 Meeting Agenda
- 9.4.3 Identification of Key Successes and Lessons Learned

9.5 Post-Event Report (Former Section 6.4)

- 9.5.1 Report Organization
- 9.5.2 Operational Cost Analysis
- 9.5.3 Qualitative Evaluation
- 9.5.4 Quantitative Evaluation

DISCUSSION OF CONTENTS

Purpose

The purpose of this chapter is to identify pertinent activities that should be included in the evaluation of localized and regional traffic operations for planned special events. Post-event activities range from informal debriefings between agencies comprising the traffic management

team to the development of a detailed evaluation report. Evaluation results typically represent valuable input data for use in planning for future planned special events.

Key Topics

Evaluation Framework

This section will describe the overall event evaluation process, from the collection of performance evaluation data during the day-of-event through the preparation of the post-event report. The section will include a discussion of how the products of post-event evaluation can be utilized in the first phase of planned special event travel management, strategic planning. Similarly, examples of performance evaluation data and stakeholder debriefing information application to future event planning will be noted.

Participant Evaluation

Section 9.3.1, Stakeholder Debriefing, will present a post-event report structure for debriefing operations personnel on their experience in implementing a traffic management plan relative to traffic control, pedestrian control, parking, and transit operations is presented. After the occurrence of large planned special events, all of the operations personnel managing traffic during the event cannot attend a formal post-event debriefing meeting; therefore, agency supervisors must coordinate the submission of individual summary reports to pinpoint specific successes and failures. Section 9.3.2, Patron Survey, will outline successful techniques to conduct surveys of event attendees, in order to document their remarks and perceptions. Section 9.3.3, Public Survey, will broaden the user survey to include the perceptions of non-event patrons and/or transportation system users comprising the background traffic stream during the event in order to identify successful strategies that are conveniently utilized and appreciated by the public.

Post-Event Debriefing

Section 9.4.1, Meeting Organization, will describe decision criteria for hosting a stakeholder debriefing meeting after the event. The section will also detail notification procedures and list typical attendees. Section 9.4.2, Meeting Agenda, will list protocol requiring the re-creation of the event chronology, presentation of system performance based on day-of-event data, discussion of successes/lessons learned, identification of potential improvements, and determination of the need for changes.

Post-Event Report

Section 9.5.1, Report Organization, will provide a suggested table of contents for a post-event report, based on the type and scale of event. Section 9.5.2, Operational Cost Analysis, efforts to document final equipment and personnel costs incurred by all participating agencies will be summarized. Section 9.5.3, Qualitative Evaluation, will present a framework for organizing and evaluating participant reports, surveys, and results of debriefings. Section 9.5.4, Quantitative

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Evaluation, will describe analysis techniques for synthesizing event performance data in order to generate performance measures of effectiveness.

Key Tables/Figures

- Flowchart describing a post-event evaluation framework and integration with other phases of planned special event travel management.
- Tables or figures detailing sample patron surveys and public surveys.
- Table stating formal event debriefing issues and steps.
- Tables or figures summarizing qualitative and quantitative event evaluation activities to determine various measures of effectiveness.
- Table listing a table of contents for a typical post-event report.

Other

Chapter 9 represents and expands on Chapter 6 of the draft annotated outline.

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CHAPTER 10

DISCRETE/RECURRING EVENT AT PERMANENT VENUE



10.1 Introduction

- 10.1.1 Background
- 10.1.2 Objective
- 10.1.3 Scope

10.2 Overview

- 10.2.1 Event Characteristics and Scope (Former Section 7.1.2)
- 10.2.2 Event Impact Level (Former Section 7.1.3)
- 10.2.3 Relevance to Phases of Event Travel Management

10.3 Strategic Planning

- 10.3.1 Infrastructure
- 10.3.2 Policy
- 10.3.3 Permitting

10.4 Operations Planning

- 10.4.1 Action Plan
- 10.4.2 Traffic Management Plan (Former Section 7.3.1)
- 10.4.3 Travel Demand Management and Traveler Information (Former Section 7.4)

10.5 Training and Implementation

- 10.5.1 Implementation Plan
- 10.5.2 Modeling and Testing
- 10.5.3 Personnel

10.6 Day-of-Event Activities (Former Section 7.5)

- 10.6.1 Traffic Management Team
- 10.6.2 Communication
- 10.6.3 Traffic Monitoring

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10.7 Post-Event Activities (Former Section 7.6)

- 10.7.1 Participant Evaluation
- 10.7.2 Post-Event Debriefing
- 10.7.3 Post-Event Report

10.8 Example Case Studies (Former Section 7.7)

10.9 Further Reading

DISCUSSION OF CONTENTS

Purpose

This chapter will provide guidelines utilizing flow charts, checklists, and procedures for managing travel for planned special events that are discrete, recurring, and take place at a permanent venue site. The chapter will apply the procedures, strategies, and tactics presented in Chapters 1 through 9 to the management of a discrete/recurring event at a permanent venue. These events have a time specific duration with specific starting and ending times which aid in the prediction of peak hour traffic demands for arrivals and departures. Discrete/recurring events at a permanent venue include conventions and sporting/concert events at stadiums, arenas, and amphitheaters.

This chapter will focus on communicating important information and examples in a user-friendly format tailored the cited event type. This approach allows users to quickly extract cookbook information and reference sample applications. The sections within this chapter will consistently refer to other chapters of the handbook as necessary while describing an advance planning and travel management approach specific to a discrete/recurring event at a permanent venue.

Key Topics

Overview

This section will describe in detail the characteristics defining a discrete/recurring event at a permanent venue in addition to the event scope. A discrete/recurring event at a permanent venue may range from a weeknight event at an arena to a Sunday, sell-out football game. The section will also examine the various factors affecting an event impact level as it pertains to a discrete/recurring event at a permanent venue. The activities comprising each major phase of planned special event travel management will be reviewed regarding their relative scope and importance under this event type.

Strategic Planning

This section will review infrastructure and policy support entities identified in Chapter 3 and identify opportunities, benefits, and institutional and operational issues relative to

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discrete/recurring events at permanent venues. Special event permit program application components, requirements, and guidelines will be examined under the context of this event type.

Operations Planning

This section will present an action plan, consisting of various event condition questions and operations planning actions, for this event type. The action plan will make reference to previous sections of the technical reference and is intended to serve as a high-level tool for users to gauge the extent of operations planning necessary under this event type. The section will examine traffic management plan components and travel demand management initiatives with respect to event application. Special considerations will be noted.

Training and Implementation

This section will recommend guidelines and training and implementation activities applicable to this event type. Special considerations will be noted.

Day-of-Event Activities

This section will examine the organization and duties of a traffic management team under this event type. Communications protocol and equipment applications will be assessed. Typical traffic monitoring activities conducted under this event type will be discussed.

Post-Event Activities

This section will describe an evaluation framework pertinent to this event type. Guidelines and techniques for conducting participant evaluations, post-event debriefings, and post-event reports will be examined and special considerations noted under this event type.

Example Case Studies

This section will profile one or two examples of successful applications of the enumerated guidelines, procedures, flowcharts, and checklists. A summary of lessons learned will be provided based upon the examination of successful planned special event applications.

Further Reading

This section will list recommended publications pertinent to this event type that provides supplemental information and data to the user deemed outside the scope of the technical reference. The section will utilize the project annotated bibliography for relevant publication information.

Key Tables/Figures

- Tables and figures will document numerous recommended procedures, flowcharts, and checklists.

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- Figures may be included at the beginning of each section to denote the applicability/importance (ranking – does not apply to applies) of the section to managing travel during this event type.

Other

Chapter 10 represents and expands on Chapter 7 of the draft annotated outline.

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CHAPTER 11

CONTINUOUS EVENT



11.1 Introduction

- 11.1.1 Background
- 11.1.2 Objective
- 11.1.3 Scope

11.2 Overview

- 11.2.1 Event Characteristics and Scope
- 11.2.2 Event Impact Level
- 11.2.3 Relevance to Phases of Event Travel Management

11.3 Strategic Planning

- 11.3.1 Infrastructure
- 11.3.2 Policy
- 11.3.3 Permitting

11.4 Operations Planning

- 11.4.1 Action Plan
- 11.4.2 Traffic Management Plan
- 11.4.3 Travel Demand Management and Traveler Information

11.5 Training and Implementation

- 11.5.1 Implementation Plan
- 11.5.2 Modeling and Testing
- 11.5.3 Personnel

11.6 Day-of-Event Activities

- 11.6.1 Traffic Management Team
- 11.6.2 Communication
- 11.6.3 Traffic Monitoring

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11.7 Post-Event Activities

- 11.7.1 Participant Evaluation
- 11.7.2 Post-Event Debriefing
- 11.7.3 Post-Event Report

11.8 Example Case Studies

11.9 Further Reading

DISCUSSION OF CONTENTS

Purpose

This chapter will provide guidelines utilizing flow charts, checklists, and procedures for managing travel for planned special events that are continuous. The chapter will apply the procedures, strategies, and tactics presented in Chapters 1 through 9 to the management of a continuous event. These events generally occur over multiple days, and although the events have specific starting and ending times, they do not exhibit specific, sharp peak arrival and peak departure rates. Continuous events include fairs, festivals, expos, air and automobile shows.

This chapter will focus on communicating important information and examples in a user-friendly format tailored the cited event type. This approach allows users to quickly extract cookbook information and reference sample applications. The sections within this chapter will consistently refer to other chapters of the handbook as necessary while describing an advance planning and travel management approach specific to a continuous event.

Key Topics

Overview

This section will describe in detail the characteristics defining a continuous event in addition to the event scope. A continuous event may range from a weekend community festival to a regional festival spanning several days. The section will also examine the various factors affecting an event impact level as it pertains to a continuous event. The activities comprising each major phase of planned special event travel management will be reviewed regarding their relative scope and importance under this event type.

Strategic Planning

This section will review infrastructure and policy support entities identified in Chapter 3 and identify opportunities, benefits, and institutional and operational issues relative to continuous events. Special event permit program application components, requirements, and guidelines will be examined under the context of this event type.

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Operations Planning

This section will present an action plan, consisting of various event condition questions and operations planning actions, for this event type. The action plan will make reference to previous sections of the technical reference and is intended to serve as a high-level tool for users to gauge the extent of operations planning necessary under this event type. The section will examine traffic management plan components and travel demand management initiatives with respect to event application. Special considerations will be noted.

Training and Implementation

This section will recommend guidelines and training and implementation activities applicable to this event type. Special considerations will be noted.

Day-of-Event Activities

This section will examine the organization and duties of a traffic management team under this event type. Communications protocol and equipment applications will be assessed. Typical traffic monitoring activities conducted under this event type will be discussed.

Post-Event Activities

This section will describe an evaluation framework pertinent to this event type. Guidelines and techniques for conducting participant evaluations, post-event debriefings, and post-event reports will be examined and special considerations noted under this event type.

Example Case Studies

This section will profile one or two examples of successful applications of the enumerated guidelines, procedures, flowcharts, and checklists. A summary of lessons learned will be provided based upon the examination of successful planned special event applications.

Further Reading

This section will list recommended publications pertinent to this event type that provides supplemental information and data to the user deemed outside the scope of the technical reference. The section will utilize the project annotated bibliography for relevant publication information.

Key Tables/Figures

- Tables and figures will document numerous recommended procedures, flowcharts, and checklists.
- Figures may be included at the beginning of each section to denote the applicability/importance (ranking – does not apply to applies) of the section to managing travel during this event type.

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Other

Chapter 11 represents and expands on Chapter 8 of the draft annotated outline.

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CHAPTER 12

STREET USE EVENT



12.1 Introduction

- 12.1.1 Background
- 12.1.2 Objective
- 12.1.3 Scope

12.2 Overview

- 12.2.1 Event Characteristics and Scope
- 12.2.2 Event Impact Level
- 12.2.3 Relevance to Phases of Event Travel Management

12.3 Strategic Planning

- 12.3.1 Infrastructure
- 12.3.2 Policy
- 12.3.3 Permitting

12.4 Operations Planning

- 12.4.1 Action Plan
- 12.4.2 Traffic Management Plan
- 12.4.3 Travel Demand Management and Traveler Information

12.5 Training and Implementation

- 12.5.1 Implementation Plan
- 12.5.2 Modeling and Testing
- 12.5.3 Personnel

12.6 Day-of-Event Activities

- 12.6.1 Traffic Management Team
- 12.6.2 Communication
- 12.6.3 Traffic Monitoring

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12.7 Post-Event Activities

- 12.7.1 Participant Evaluation
- 12.7.2 Post-Event Debriefing
- 12.7.3 Post-Event Report

12.8 Example Case Studies

12.9 Further Reading

DISCUSSION OF CONTENTS

Purpose

This chapter will provide guidelines utilizing flow charts, checklists, and procedures for managing travel for planned special events that take place on a street that must be closed to vehicular traffic. The chapter will apply the procedures, strategies, and tactics presented in Chapters 1 through 9 to the management of a street use event. These events warrant special consideration due to the fact that the event actually happens on a surface street which requires a street closure affecting both event and background traffic. Street use events include parades, marathons, bicycle races, motorcycle rallies, and gran prix auto races.

This chapter will focus on communicating important information and examples in a user-friendly format tailored the cited event type. This approach allows users to quickly extract cookbook information and reference sample applications. The sections within this chapter will consistently refer to other chapters of the handbook as necessary while describing an advance planning and travel management approach specific to a street use event.

Key Topics

Overview

This section will describe in detail the characteristics defining a street use event in addition to the event scope. A street use event may range from a parade of relatively short duration to a marathon requiring several hours of surface street closure. The section will also examine the various factors affecting an event impact level as it pertains to a street use event. The activities comprising each major phase of planned special event travel management will be reviewed regarding their relative scope and importance under this event type.

Strategic Planning

This section will review infrastructure and policy support entities identified in Chapter 3 and identify opportunities, benefits, and institutional and operational issues relative to street use events. Special event permit program application components, requirements, and guidelines will be examined under the context of this event type.

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Operations Planning

This section will present an action plan, consisting of various event condition questions and operations planning actions, for this event type. The action plan will make reference to previous sections of the technical reference and is intended to serve as a high-level tool for users to gauge the extent of operations planning necessary under this event type. The section will examine traffic management plan components and travel demand management initiatives with respect to event application. Special considerations will be noted.

Training and Implementation

This section will recommend guidelines and training and implementation activities applicable to this event type. Special considerations will be noted.

Day-of-Event Activities

This section will examine the organization and duties of a traffic management team under this event type. Communications protocol and equipment applications will be assessed. Typical traffic monitoring activities conducted under this event type will be discussed.

Post-Event Activities

This section will describe an evaluation framework pertinent to this event type. Guidelines and techniques for conducting participant evaluations, post-event debriefings, and post-event reports will be examined and special considerations noted under this event type.

Example Case Studies

This section will profile one or two examples of successful applications of the enumerated guidelines, procedures, flowcharts, and checklists. A summary of lessons learned will be provided based upon the examination of successful planned special event applications.

Further Reading

This section will list recommended publications pertinent to this event type that provides supplemental information and data to the user deemed outside the scope of the technical reference. The section will utilize the project annotated bibliography for relevant publication information.

Key Tables/Figures

- Tables and figures will document numerous recommended procedures, flowcharts, and checklists.
- Figures may be included at the beginning of each section to denote the applicability/importance (ranking – does not apply to applies) of the section to managing travel during this event type.

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Other

Chapter 12 represents and expands on Chapter 9 of the draft annotated outline.

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CHAPTER 13

REGIONAL/MULTI-VENUE EVENT



13.1 Introduction

- 13.1.1 Background
- 13.1.2 Objective
- 13.1.3 Scope

13.2 Overview

- 13.2.1 Event Characteristics and Scope
- 13.2.2 Event Impact Level
- 13.2.3 Relevance to Phases of Event Travel Management

13.3 Strategic Planning

- 13.3.1 Infrastructure
- 13.3.2 Policy
- 13.3.3 Permitting

13.4 Operations Planning

- 13.4.1 Action Plan
- 13.4.2 Traffic Management Plan
- 13.4.3 Travel Demand Management and Traveler Information

13.5 Training and Implementation

- 13.5.1 Implementation Plan
- 13.5.2 Modeling and Testing
- 13.5.3 Personnel

13.6 Day-of-Event Activities

- 13.6.1 Traffic Management Team
- 13.6.2 Communication
- 13.6.3 Traffic Monitoring

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13.7 Post-Event Activities

- 13.7.1 Participant Evaluation
- 13.7.2 Post-Event Debriefing
- 13.7.3 Post-Event Report

13.8 Example Case Studies

13.9 Further Reading

DISCUSSION OF CONTENTS

Purpose

This chapter will provide guidelines utilizing flow charts, checklists, and procedures for managing travel for planned special events that are regional in nature and take place at several venue sites concurrently. The chapter will apply the procedures, strategies, and tactics presented in Chapters 1 through 9 to the management of a regional/multi-venue event. These events may have a time specific duration, a continuous duration, or a mix of both. Regional/multi-venue events include sporting games, fireworks displays, and multi-planned special events within a region that occur at the same time.

This chapter will focus on communicating important information and examples in a user-friendly format tailored the cited event type. This approach allows users to quickly extract cookbook information and reference sample applications. The sections within this chapter will consistently refer to other chapters of the handbook as necessary while describing an advance planning and travel management approach specific to a regional/multi-venue event.

Key Topics

Overview

This section will describe in detail the characteristics defining a regional/multi-venue event in addition to the event scope. A regional/multi-venue event may range from a fireworks display in a metropolitan area where several viewing sites exist to a major sporting event and continuous event held at the same time and in close proximity to each other. The section will also examine the various factors affecting an event impact level as it pertains to a regional/multi-venue event. The activities comprising each major phase of planned special event travel management will be reviewed regarding their relative scope and importance under this event type.

Strategic Planning

This section will review infrastructure and policy support entities identified in Chapter 3 and identify opportunities, benefits, and institutional and operational issues relative to regional/multi-venue events. Special event permit program application components, requirements, and guidelines will be examined under the context of this event type.

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Operations Planning

This section will present an action plan, consisting of various event condition questions and operations planning actions, for this event type. The action plan will make reference to previous sections of the technical reference and is intended to serve as a high-level tool for users to gauge the extent of operations planning necessary under this event type. The section will examine traffic management plan components and travel demand management initiatives with respect to event application. Special considerations will be noted.

Training and Implementation

This section will recommend guidelines and training and implementation activities applicable to this event type. Special considerations will be noted.

Day-of-Event Activities

This section will examine the organization and duties of a traffic management team under this event type. Communications protocol and equipment applications will be assessed. Typical traffic monitoring activities conducted under this event type will be discussed.

Post-Event Activities

This section will describe an evaluation framework pertinent to this event type. Guidelines and techniques for conducting participant evaluations, post-event debriefings, and post-event reports will be examined and special considerations noted under this event type.

Example Case Studies

This section will profile one or two examples of successful applications of the enumerated guidelines, procedures, flowcharts, and checklists. A summary of lessons learned will be provided based upon the examination of successful planned special event applications.

Further Reading

This section will list recommended publications pertinent to this event type that provides supplemental information and data to the user deemed outside the scope of the technical reference. The section will utilize the project annotated bibliography for relevant publication information.

Key Tables/Figures

- Tables and figures will document numerous recommended procedures, flowcharts, and checklists.
- Figures may be included at the beginning of each section to denote the applicability/importance (ranking – does not apply to applies) of the section to managing travel during this event type.

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Other

Chapter 13 represents and expands on Chapter 10 of the draft annotated outline.

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CHAPTER 14

RURAL EVENT



14.1 Introduction

- 14.1.1 Background
- 14.1.2 Objective
- 14.1.3 Scope

14.2 Overview

- 14.2.1 Event Characteristics and Scope
- 14.2.2 Event Impact Level
- 14.2.3 Relevance to Phases of Event Travel Management

14.3 Strategic Planning

- 14.3.1 Infrastructure
- 14.3.2 Policy
- 14.3.3 Permitting

14.4 Operations Planning

- 14.4.1 Action Plan
- 14.4.2 Traffic Management Plan
- 14.4.3 Travel Demand Management and Traveler Information

14.5 Training and Implementation

- 14.5.1 Implementation Plan
- 14.5.2 Modeling and Testing
- 14.5.3 Personnel

14.6 Day-of-Event Activities

- 14.6.1 Traffic Management Team
- 14.6.2 Communication
- 14.6.3 Traffic Monitoring

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14.7 Post-Event Activities

- 14.7.1 Participant Evaluation
- 14.7.2 Post-Event Debriefing
- 14.7.3 Post-Event Report

14.8 Example Case Studies

14.9 Further Reading

DISCUSSION OF CONTENTS

Purpose

This chapter will provide guidelines utilizing flow charts, checklists, and procedures for managing travel for planned special events that take place in a rural area. The chapter will apply the procedures, strategies, and tactics presented in Chapters 1 through 9 to the management of a rural event. Planned special events occurring in rural areas include any of the events listed under the other four described event types. Rural events deserve a stand-alone classification category for several reasons:

- Need for stakeholders to assume new and/or expanded roles.
- Limited road capacity to access the event venue.
- Lack of regular transit service.
- Limited or no permanent infrastructure for monitoring and managing traffic.

This chapter will focus on communicating important information and examples in a user-friendly format tailored the cited event type. This approach allows users to quickly extract cookbook information and reference sample applications. The sections within this chapter will consistently refer to other chapters of the handbook as necessary while describing an advance planning and travel management approach specific to a rural event.

Key Topics

Overview

This section will describe in detail the characteristics defining a rural event in addition to the event scope. A rural event may range from a harvest festival to a major concert attracting tens of thousands of people. The section will also examine the various factors affecting an event impact level as it pertains to a rural event. The activities comprising each major phase of planned special event travel management will be reviewed regarding their relative scope and importance under this event type.

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Strategic Planning

This section will review infrastructure and policy support entities identified in Chapter 3 and identify opportunities, benefits, and institutional and operational issues relative to rural events. Special event permit program application components, requirements, and guidelines will be examined under the context of this event type.

Operations Planning

This section will present an action plan, consisting of various event condition questions and operations planning actions, for this event type. The action plan will make reference to previous sections of the technical reference and is intended to serve as a high-level tool for users to gauge the extent of operations planning necessary under this event type. The section will examine traffic management plan components and travel demand management initiatives with respect to event application. Special considerations will be noted.

Training and Implementation

This section will recommend guidelines and training and implementation activities applicable to this event type. Special considerations will be noted.

Day-of-Event Activities

This section will examine the organization and duties of a traffic management team under this event type. Communications protocol and equipment applications will be assessed. Typical traffic monitoring activities conducted under this event type will be discussed.

Post-Event Activities

This section will describe an evaluation framework pertinent to this event type. Guidelines and techniques for conducting participant evaluations, post-event debriefings, and post-event reports will be examined and special considerations noted under this event type.

Example Case Studies

This section will profile one or two examples of successful applications of the enumerated guidelines, procedures, flowcharts, and checklists. A summary of lessons learned will be provided based upon the examination of successful planned special event applications.

Further Reading

This section will list recommended publications pertinent to this event type that provides supplemental information and data to the user deemed outside the scope of the technical reference. The section will utilize the project annotated bibliography for relevant publication information.

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Key Tables/Figures

- Tables and figures will document numerous recommended procedures, flowcharts, and checklists.
- Figures may be included at the beginning of each section to denote the applicability/importance (ranking – does not apply to applies) of the section to managing travel during this event type.

Other

Chapter 14 represents a new chapter and replaces Chapter 11 of the draft annotated outline.

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